



## VETERANS BENEFITS ADMINISTRATION





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## ★ OUR BRAND

Our Veterans have sacrificed to keep our country—and everything it represents—safe. We honor and serve those men and women by fulfilling President Lincoln’s promise “to care for him who shall have borne the battle, and for his widow and his orphan.”

The benefits application process is complex. Congress regularly issues new laws governing benefits availability, eligibility criteria and the application process. VBA serves as a guide, helping Veterans understand which benefits they are entitled to and the actions they must take to receive those benefits.

The essence of VBA’s brand positioning is “Trusted Guide” and the full expression is: “VBA serves Veterans by understanding the unique issues they face, navigating them through the application process and delivering to them the world-class benefits and services to which they are entitled.”

The brand personality is friendly, helpful and clear. Large headlines, helpful callouts, wayfinding symbols and clear concise information graphics help Veterans rapidly navigate through the process. VBA is devoted to providing Servicemembers, Veterans, and their families with the world-class benefits they have earned.

**Thank you for your service.  
Now let us serve you.**



# ★ VA STYLE AND USAGE

Basic rules for style and usage standards for the Department's written communications are as follows:

## REFERENCES TO DEPARTMENT OF VETERANS AFFAIRS

- The full title is the "Department of Veterans Affairs" (no apostrophe).
- It should be used whenever a first reference to the department is made.
- The abbreviation "VA" (not DVA) should be put in parentheses.
- Subsequent references can be either to "the department" or "VA."
- Sometimes, VA may need to be distinguished from a state's Department of Veterans Affairs. In that case, the full title can be "U.S. Department of Veterans Affairs."
- Do NOT use "the" before the abbreviation when it is used as a noun. For example: "VA announced today that...." If VA is used as an adjective, then "the" will be used in front of "VA." For example: "The VA task force announced today that ...."

## REFERENCES TO OPERATIONAL ADMINISTRATIONS

The full titles and abbreviations of VA's three major administrations are:

- Veterans Health Administration (VHA)
- Veterans Benefits Administration (VBA)
- National Cemetery Administration (NCA)

The first text reference (not title or subhead reference) should have the full title, with the abbreviation in parentheses. In subsequent references, the abbreviation is used.

## REFERENCES TO VA FIELD FACILITIES

- Use the title "Department of Veterans Affairs (facility type)." For example:
  - "Department of Veterans Affairs medical center,"
  - "Department of Veterans Affairs regional office" or
  - "Department of Veterans Affairs national cemetery."
- Some VA medical centers have been given legislatively mandated titles honoring particular individuals. Formal usage of those titles should be retained.
- To incorporate the "VA" abbreviation, use "VA medical center," "VA regional office" or "VA national cemetery."
- The use of the phrase "Veterans Health Administration Medical Center" or "Veterans Benefits Administration Regional Office" is not permitted under any circumstances.
- Capitalize the facility type only as part of the facility's proper name — For example, Lexington VA Medical Center or Colmery-O'Neil VA Medical Center.

## REFERENCES TO VA'S SENIOR MANAGEMENT OFFICIALS

- The head of our department is formally titled "Secretary of Veterans Affairs." When the title is first referenced, the full title is used. Subsequent references, however, are "Secretary" or "VA Secretary."
- The first reference to the Deputy Secretary is "Deputy Secretary of Veterans Affairs." Subsequent references are "Deputy Secretary" or "VA Deputy Secretary."

*(Please note: AP style differs from the above departmental policy. When writing news copy we should follow the AP style, which keeps titles in lower case unless followed by a name.)*

## OTHER REFERENCES

- When referring to the heads of VHA, VBA or NCA, use the titles "Under Secretary for Health," "Under Secretary for Benefits" or "Under Secretary for Memorial Affairs," respectively. Collectively, they are referred to as administration heads.
- Military seals and flags should be displayed in the proper order. In accordance with VA protocol, the determined order from first position to last (viewed from left to right) is Army, Marine Corps, Navy, Air Force and Coast Guard. The order is based on when each service was chartered.



# ★ VA STYLE AND USAGE continued

Veteran	Capitalized at ALL TIMES
Soldiers, Seamen, Airmen, Reservists and Guardsmen	Capitalized
Servicemember	One word. Capitalized "S", unless preparing a jointly signed letter with DoD, then use "Service member," two words, with "S" capitalized and "m" lower case
Central Office	Capitalized, as it's considered a proper noun
Program and Project	Capitalized only if part of the name
Governmentwide	One word. "G" is capitalized if referring to U.S. or foreign government. "g" is lower case if referring to State government
federal	Lower case "f", unless it is part of a proper name, then capitalize "F"
state	Lower case "s", unless it is part of a proper name, then capitalize "S"
cosigners	One word, not capitalized, not hyphenated
co-workers	Not capitalized, hyphenated
health care	Two words, not capitalized, unless it is the proper name of a VA medical center. In addition, defer to the hospital's official name, which may have health care as one word versus two words

intranet	Lower case "i"
Internet	Capitalized "I"
medical center	Two words, lower case, unless it is part of a proper name, then capitalize "M" and "C"
regional office	Two words, lower case, unless it is part of a proper name, then capitalize "R" and "O"
national cemetery	Two words, lower case, unless it is part of a proper name, then capitalize "N" and "C"
VAntage Point	Two words, capitalized "VA" and "P"
service-disabled	Two words, hyphenated
Veteran-owned	Two words, hyphenated, capitalized "V"
email	One word, lower case, not hyphenated
home page	Two words, lower case
online	One word, lower case, not hyphenated
blog	Lower case "b"
Web page	Two words, capitalized "W"
website	One word, lower case "w"
Facebook	One word, capitalized "F"
YouTube	One word, capitalized "Y" and "T"
Flickr	Capitalized "F"
Twitter	Capitalized "T"

For more specific guidance regarding VA lexicon issues, please refer to the "Addendum Guidance" of the Correspondence Manual found at [vawww.execsec.va.gov/docs/Addendum\\_Guidance.pdf](http://vawww.execsec.va.gov/docs/Addendum_Guidance.pdf), or refer to slides 204-206 of the Office of Public Affairs' "Public Affairs Guidelines" found at [vawww1.va.gov/OPA/internal/PAGuidelines/index.asp](http://vawww1.va.gov/OPA/internal/PAGuidelines/index.asp).



# KEY ELEMENTS

A **wayfinding pattern** provides texture to solid color backgrounds and suggests VBA's role as trusted guide.

Unique icons represent each benefit type to help Veterans quickly locate information they need.

The star pattern reflects a Veteran's **patriotic spirit**.

Large headlines and pull quotes help make key messages easily scannable.



The **product code** should always appear on the bottom left corner of the front or back page.

The **VA Seal** should always be used on the bottom right corner of the cover.

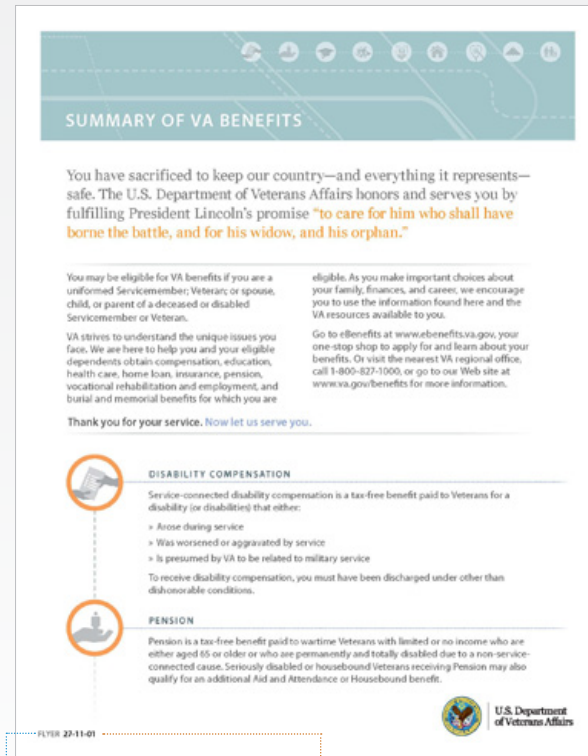


Colors are **warm and friendly**.

Photography should resonate with **Veteran audiences**.







Business Unit  
Number

Year

Product  
Number

Revisions  
(if applicable)

**XX-XX-XX**

Rev. MM/YY

## PRODUCT CODES

The product code is composed of three main components—the number of the business unit, last two digits of the year and product number.

Products that are revised should make note of the update by adding a notation to the product code noting the month and year the product was revised (e.g. Rev. MM/YY).

The product type and product code should appear on the bottom left corner of every product.

The product type/code should be applied to the front cover of fact sheets and flyers. On all other products, the product type/code should appear on the bottom left corner of the back cover.

The product type should be set in Myriad Pro Semibold, at a 6 point font size, ALL CAPS.

The product code should be set in Myriad Pro Semibold, at a 6 point font size.

If Myriad Pro is not available, please use Calibri instead.

The **PRODUCT TYPE** should always appear on the bottom left corner of the front or back page.

The **PRODUCT CODE** should always appear to the right of the product type.



**HORIZONTAL FULL-COLOR**

U.S. Department  
of Veterans Affairs

**HORIZONTAL ONE-COLOR**

U.S. Department  
of Veterans Affairs

**CORRECT USAGE**

This page shows all recommended primary variations of the abbreviated VA Parent Signature Lockup, including vertically-stacked and enhanced one-color versions for alternative use in specific situations.

**STACKED FULL-COLOR**

U.S. Department  
of Veterans Affairs

**STACKED ONE-COLOR**

U.S. Department  
of Veterans Affairs



## DO NOT USE



**Department of  
Veterans Affairs**



## RETIRED VA SIGNATURE

The retired VA signature—originally designed for use when VA was an Administration-level agency—is popularly used due to its inherent flexibility. However, its heavily distinct and dated feel is reminiscent of an era prior to many significant VA achievements.



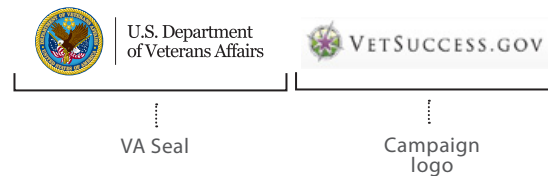
## PREFERRED PLACEMENT



The regional office, program or campaign logo should always be used on the bottom left corner of covers.

The VA Seal should always be used on the bottom right corner of covers.

## LIMITED USE LOCK-UPS



## USAGE WITH REGIONAL OFFICE, PROGRAM AND CAMPAIGN LOGOS

These logotypes should be used in unison with (not as substitution for) your facility and program office logos and products.

Preferred placement for logos is in the bottom corner of covers, posters, flyers and other materials. The VA Parent Signature lockup should be in the bottom right corner, while regional office, program and campaign logos should appear in the bottom left corner.

In cases where space is limited, a special logo lock-up can be created.



Use logo lock-ups when space is limited.



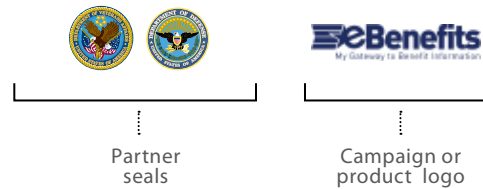
## PREFERRED PLACEMENT



VA and partner seals should always be used on the bottom left corner of covers.

Campaign or product logos should always be used on the bottom right corner of covers.

## LIMITED USE LOCK-UPS

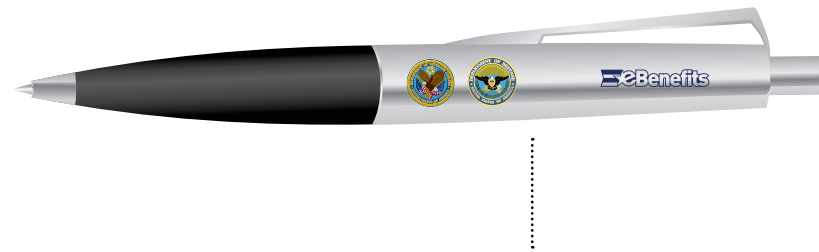


## USAGE WITH PARTNERSHIPS

In the case of partnerships, the formal VA Seal should be used in conjunction with partner logos and the joint campaign/product logo. Internal VA logos (e.g., of regional offices) should not be used.

Preferred placement for logos and seals is in the bottom corner of covers, posters, flyers and other materials. VA and partner seals should always be used on the bottom left corner of covers. The joint campaign/product logo should be in the bottom right corner.

In cases where space is limited, a special lock-up can be created.



Use logo lock-ups when space is limited.



## DO NOT USE DROP SHADOW



U.S. Department  
of Veterans Affairs

## DO NOT USE ON TEXTURE WITH BOX FOR TEXT



U.S. Department  
of Veterans Affairs

## DO NOT DISTORT PROPORTIONS



U.S. Department  
of Veterans Affairs

## DO NOT ALTER TEXT



Veterans Affairs

## DO NOT BREAK APART



U.S. Department  
of Veterans Affairs

## DO NOT CHANGE FONT



U.S. Department  
of Veterans Affairs

## UNACCEPTABLE USAGE

Shown are several types of Seal treatments deemed unacceptable, including any which distort, skew, blur, alter or otherwise diminish brand stature. In no situations will any color, typographic or layout combination be allowed for the reproduction of the VA Parent Signature lock-up other than the approved set of specifications.

Identity recognition and perceived authority depend on consistent creative discipline.

## DO NOT GHOST OR CHANGE OPACITY



## DO NOT BLUR



## DO NOT OVERLAY TEXT



Text overlay

## DO NOT SIZE THE LOGO AT LESS THAN 0.5"



U.S. Department  
of Veterans Affairs

## DO NOT CHANGE SEAL COLORS



## DO NOT COMBINE WITH LOGO



## DO NOT USE THE VA SIGNATURE



Department of  
Veterans Affairs



MYRIAD PRO FONT FAMILY SAMPLE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890~!@#\$%^&\*()\_+**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890~!@#\$%^&\*()\_+

GEORGIA FONT FAMILY SAMPLE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890~!@#\$%^&\*()\_+**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890~!@#\$%^&\*()\_+

For limited use in Microsoft applications when Myriad is not available.

CALIBRI FONT FAMILY SAMPLE

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890~!@#\$%^&\*()\_+**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890~!@#\$%^&\*()\_+

FONTS

VBA typography should be simple and friendly. The two primary font families are Myriad Pro and Georgia.

Myriad Pro, a sans serif font that is modern, friendly and easy to read, is the preferred font. Myriad Pro should be used for all headings and subheadings, and can also be used for body text on smaller documents (5 pages or less). However, large volumes of body text should be set mostly in Georgia, a highly versatile and commonly available serif font.

Because many Veterans may suffer from vision problems, pay special attention to type size and contrast. Avoid setting body copy at less than 11 pt. Use large headlines to convey warmth.

For Microsoft applications, such as Word and PowerPoint, please use Calibri as it is universally available.

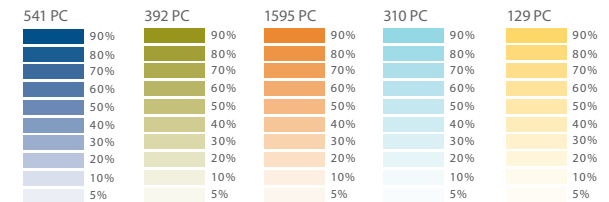


									
Pantone	541 PC	7461 PC	312 PC	549 PC	645 PC	657 PC	2716 PC	2725 PC	
RGB	0, 63, 114	0, 131, 190	0, 173, 208	94, 156, 174	115, 154, 188	198, 214, 232	157, 171, 226	100, 89, 196	
Pantone	100, 58, 9, 42	98, 24, 1, 3	94, 0, 11, 0	59, 8, 9, 19	55, 24, 2, 8	23, 6, 0, 0	42, 27, 0, 0	76, 70, 0, 0	
HTML	003F72	0083BE	00ADD0	5E9CAE	739ABC	C5D6E8	9DABE2	625BC4	
									
Pantone	575 PC	368 PC	366 PC	392 PC	5835 PC	585 PC	607 PC		
RGB	85, 118, 48	105, 190, 40	189, 225, 138	127, 122, 0	160, 155, 89	218, 223, 113	235, 232, 177		
Pantone	57, 11, 85, 45	63, 0, 97, 0	29, 0, 45, 0	20, 12, 100, 48	15, 12, 57, 30	16, 0, 56, 0	1, 0, 29, 0		
HTML	557630	69BE28	BDE18A	7F7A00	A09B59	DADF71	EBE8B1		
									
Pantone	476 PC	1405 PC	1265 PC	132 PC	117 PC	129 PC	104 PC	4525 PC	
RGB	76, 51, 39	106, 73, 28	133, 104, 34	161, 119, 0	199, 153, 0	243, 207, 69	174, 154, 0	198, 188, 137	
Pantone	32, 67, 63, 78	14, 49, 100, 66	15, 34, 98, 45	8, 36, 100, 31	2, 22, 100, 15	0, 11, 70, 0	7, 13, 100, 28	6, 9, 39, 16	
HTML	4C3327	6A491C	856822	A17700	C79900	F3CF45	AE9A00	C6BC89	
									
Pantone	1797 PC	188 PC	518 PC	5205 PC	7525 PC	466 PC	453 PC	7535 PC	Warm Gray 3 PC
RGB	196, 38, 46	119, 36, 50	79, 50, 76	137, 104, 124	155, 110, 81	199, 179, 127	194, 194, 160	190, 185, 166	199, 194, 186
Pantone	2, 98, 85, 7	12, 95, 59, 54	56, 80, 19, 57	27, 48, 11, 34	11, 51, 59, 34	5, 17, 42, 14	10, 6, 28, 14	7, 10, 22, 20	6, 7, 9, 15
HTML	C4262E	772432	4F324C	89687C	9B6E51	C7B37F	C2C2A0	BEB9A6	C7C2BA
									
Pantone	1575 PC	471 PC	Orange 021	715 PC	130 PC	7406 PC	134 PC	1345 PC	7499 PC
RGB	255, 136, 73	178, 84, 26	255, 88, 0	246, 146, 64	240, 171, 0	235, 183, 0	251, 212, 118	252, 209, 137	237, 232, 196
Pantone	0, 50, 77, 0	5, 70, 97, 20	0, 68, 100, 0	0, 46, 85, 0	0, 30, 100, 0	0, 17, 100, 0	0, 11, 56, 0	0, 15, 47, 0	1, 2, 20, 0
HTML	FF8849	B2541A	FF5800	F69240	F0AB00	EBB700	FBD476	FCD189	EDE8C4
									
Pantone	Cool Gray 3 PC	Cool Gray 8 PC	Cool Gray 11 PC	7544 PC	5473 PC	532 PC	3435 PC	570 PC	310 PC
RGB	201, 202, 200	139, 141, 142	77, 79, 83	137, 150, 160	21, 101, 112	41, 44, 57	2, 71, 49	121, 202, 189	111, 212, 228
Pantone	8, 5, 6, 13	23, 17, 13, 41	48, 36, 24, 66	33, 14, 11, 31	83, 14, 23, 50	84, 70, 30, 76	95, 19, 70, 72	50, 0, 24, 0	48, 0, 9, 0
HTML	C9CAC8	8B8D8E	4D4F53	8996A0	156570	292C39	024731	79CABD	6FD4E4

## VBA COLORS

The VBA palette is comprehensive, allowing communications campaigns to tailor palettes to specific needs, such as formal and academic, bright and cheerful, or somber and serious. Proper use of these colors is essential in any brand identity, setting the tone, dividing information and aiding recognition.

All colors may be used at 100% strength or as tints.





The wayfinding pattern is reminiscent of maps and suggests VBA's role as trusted guide. It can be used as a texture to a solid color or as background art.



### SUMMARY OF VA BENEFITS

You have sacrificed to keep our country—and everything it represents—safe. The U.S. Department of Veterans Affairs honors and serves you by fulfilling President Lincoln's promise **"to care for him who shall have borne the battle, and for his widow, and his orphan."**

You may be eligible for VA benefits if you are a uniformed Servicemember, Veteran, or spouse, child, or parent of a deceased or disabled Servicemember or Veteran.

VA strives to understand the unique issues you face. We are here to help you and your eligible dependents obtain compensation, education, health care, home loan, insurance, pension, vocational rehabilitation and employment, and burial and memorial benefits for which you are eligible.

Thank you for your service. Now let us serve you.

#### EDUCATION AND TRAINING

VA pays benefits to eligible Servicemembers and Veterans pursuing an approved education or training program. There are four primary VA education benefit programs that cover Active Duty, National Guard, and Reserve Servicemembers and Veterans:

- Post-9/11 GI Bill (Chapter 33)
- Montgomery GI Bill-Active Duty (Chapter 30)
- Montgomery GI Bill-Selected Reserve (Chapter 1606)
- Reserve Educational Assistance Program (REAP)

The Post-9/11 GI Bill program provides financial assistance towards tuition and fees, books, and supplies, and it provides a monthly housing allowance. Eligible Servicemembers may transfer unused Post-9/11 GI Bill benefits to an eligible spouse or child. VA pays a monthly allowance under the other benefit programs to help offset educational costs. Information about VA education programs can be found at [www.gibill.va.gov](http://www.gibill.va.gov).

#### VETSUCCESS

VA assists Veterans with service-connected disabilities to prepare for, obtain, and maintain suitable employment through the Vocational Rehabilitation and Employment VetSuccess program. First, VA conducts a comprehensive evaluation to help you determine your future career path. Based on your evaluation, VetSuccess provides you with vocational counseling, job-search assistance, and other education and training services.

VetSuccess career counseling benefits are also available to you if you recently separated from the military or are using VA education benefits, even if you do not have a service-connected disability.

#### HOME LOANS

Veterans and Active Duty, National Guard, and Reserve Servicemembers may be eligible for VA's home loan program. VA loans have favorable terms, including no down payment or mortgage insurance premiums. VA offers a number of housing benefits and grants:

- Guaranteed Loans:** VA can guarantee a portion of a loan made by a private lender to help you buy a home, a manufactured home, a lot for a manufactured home, or a condominium unit for your own personal occupancy. VA also guarantees loans for building, repairing, and improving homes.
- Refinancing Loans:** Whether you have a VA or non-VA mortgage, VA can help you refinance your loan.
- Specialty Adapted Housing Grants:** Certain severely disabled Veterans and military personnel can receive grants to adapt or acquire suitable housing.

#### HEALTH CARE

VA provides a number of health care services, including:

- Hospital, outpatient medical, dental, pharmacy, and prosthetic services
- Homeless Veteran programs
- Alcohol and drug dependency treatment
- Disability, nursing home, and community-based residential care
- Medical evaluation for disorders related to Gulf War service or environmental hazards
- Treatment related to Military Sexual Trauma (MST)
- Specialized health care for women Veterans
- Readjustment counseling

**Caregivers:** VA supports caregivers who provide personal care services to Veterans who are seriously injured, chronically ill, disabled, or are getting older and are no longer able to adequately care for themselves.

**Vet Centers:** VA assists combat Veterans through a nationwide network of community-based Vet Centers. Counselors provide individual, group, and family readjustment counseling to help you with the transition to civilian life, treat post-traumatic stress disorder, and help you with any other military-related problems. Other services include outreach, education, medical referral, homeless Veterans services, employment, and VA benefit referral.

**Veterans Crisis Line:** If you or a Veteran you know is experiencing an emotional crisis, please call 1-800-273-8255 and push 1 for immediate assistance.

#### BURIAL

VA offers burial and memorial services to honor our Nation's deceased Veterans:

- VA can honor a Veteran by furnishing an inscribed headstone or marker at any cemetery, or a medalion in lieu of a headstone or marker to affix to one that is privately purchased.
- VA can provide a burial allowance to partially reimburse the burial and funeral costs of a Veteran.
- VA can provide a Presidential Memorial Certificate (PMC) for the next of kin and loved ones of a deceased Veteran.
- VA can provide an American flag to drape the casket of a Veteran.
- A Veteran and his or her dependents can be buried in a VA national cemetery.

#### DISABILITY COMPENSATION

Service-connected disability compensation is a tax-free benefit paid to Veterans for a disability (or disabilities) that either:

- Arose during service
- Was worsened or aggravated by service
- Is presumed by VA to be related to military service

To receive disability compensation, you must have been discharged under other than dishonorable conditions.

#### PENSION

Pension is a tax-free benefit paid to wartime Veterans with limited or no income who are either aged 65 or older or who are permanently and totally disabled due to a non-service-connected cause. Seriously disabled or housebound Veterans receiving Pension may also qualify for an additional Aid and Attendance or Housebound benefit.

Icons allow Veterans to quickly scan and identify specific benefits information.

## WAYFINDING SYMBOLS

The benefits application process is complex. VBA serves as a guide, helping Veterans understand to which benefits they are entitled and the actions they must take to receive those benefits.

To illustrate this role, the VBA brand consists of wayfinding symbols to help Veterans quickly identify information. Symbols include:

- Icons representing each benefit type
- Navigational symbols, such as arrows
- Wayfinding pattern



# ICONS

COMPENSATION



PENSION



HEALTH CARE



HOME LOANS



VOCATIONAL  
REHABILITATION  
& EMPLOYMENT



EDUCATION  
& TRAINING



LIFE INSURANCE



DEPENDENTS  
& SURVIVORS



BURIAL





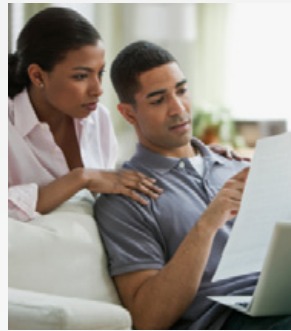


### THE POWER OF PHOTOGRAPHY

Photography is a vital element of VBA's brand. Realistic and thought-provoking photography brings to life the unique personality and culture of our Veterans.

Effective imagery needs to draw our reader into our materials by providing a visual expression of our shared goals. To do that, our images need to align with who our audience is, what they value and what they aspire to. Our Veterans have sacrificed to keep our country safe. They deserve the benefits they have earned, and it is VBA's role to administer them in a friendly and efficient manner. Good image selection achieves this unequivocally.





### SHOWING THE FULL RANGE OF BENEFITS

VBA offers a full range of benefits to Servicemembers, Veterans, and their families. Benefits include compensation, pension, health care, vocational rehabilitation and employment, education and training, home loans, life insurance and burial services.

It is important for Veterans and their families to see themselves reflected in the imagery. Veterans can be ages 18 and up, men or women, and of any ethnicity. They have served in numerous conflicts across the world over the last several decades.



### PORTRAYING OUR VETERAN'S PATRIOTIC SPIRIT

While Veterans are no longer in uniform, their military service remains a significant part of their lives. Symbols of their past service are critical to them—particularly the flag.

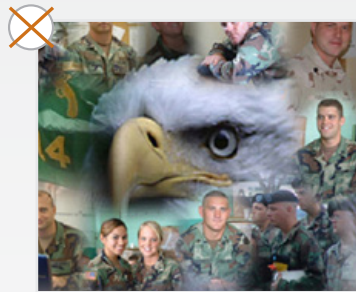


### ADDING THE STAR PATTERN TO PHOTOGRAPHY

The use of the subtly-screened star pattern helps portray the patriotic spirit of our Veterans. This element can be used on solid colors, as well as photographs to help add dimension and depth, and functions as one of the main tying elements of VBA's visual identity. The stars should be subtle, never overpowering the core imagery. Avoid placing them across the face of a Veteran.







There are many inherent problems with this image.

For starters, it uses an outdated montage treatment, is busy, does not show diversity and is very cluttered and unsophisticated. In fact, if we go through the list of things to check for when picking a photograph, it fails all listed categories.

There are many other ways to show patriotism that are more authentic and honest. This is not an effective portrayal of our Veterans or those who serve them. VA is dedicated to excellence, and our patriotic imagery needs to live up to those standards.



Looks posed, inauthentic and corny.

Veterans are no longer in this uniform. It is possible to show someone in uniform with a Veteran, but that uniform should be checked for accuracy. It is also critical to avoid perceived favoritism of one branch of service over another.

**Not believable.**

## WHAT NOT TO DO

### GUIDING PRINCIPLES WHEN CHOOSING PHOTOGRAPHY

There are many factors that make a photograph successful. Because photography is a vital part of VBA's brand, it is critical that all photos are picked with utmost care and sensitivity to those factors.

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Please check for the following attributes when picking a photograph:

- ☐ Is representative of the audiences and what they aspire to
- ☐ Images are authentic, realistic, sincere and believable
- ☐ Group images show diversity
- ☐ No use of collage images
- ☐ Image is **not** cluttered
- ☐ Strong composition
- ☐ Strong focal point/focus
- ☐ Surprising use of cropping
- ☐ Good use of natural light/one light source
- ☐ Balanced brightness and contrast
- ☐ Balanced color saturation
- ☐ Does **not** use any overlapping color gradients
- ☐ **The overall feel of the photograph is honest, clean, professional and sophisticated**



Imagery should be patriotic, showing aspects of military culture, such as flags and medals.



## Our Mission

You have sacrificed to keep our country—and everything it represents—safe. We honor and serve you by fulfilling President Lincoln's promise "to care for him who shall have borne the battle, and for his widow, and his orphan."

We strive to provide you with the world-class benefits and services you have earned, and will adhere to the highest standards of compassion, commitment, excellence, professionalism, integrity, accountability, and stewardship.

**Thank you for your service. Now let us serve you.**

U.S. Department of Veterans Affairs

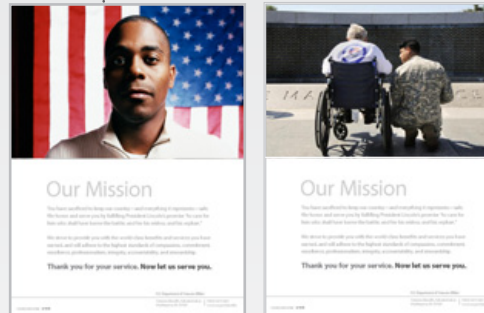
Veterans Benefits Administration  
Washington, DC 20420

T 800-827-1000  
www.va.gov/benefits

REPRODUCTION 2011-01

There is a placeholder on the back cover for addresses and contact information. VA should always be listed first.

When people are shown, consider the broad diversity of service, ethnicity, gender, and age within the Veteran population.



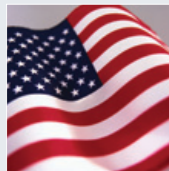
### APPLY TODAY

Applying is the best way to determine your eligibility—do so now at [www.ebenefits.va.gov](http://www.ebenefits.va.gov). eBenefits is your one-stop shop to apply for and learn about your benefits. You may also visit the nearest VA regional office, go to our Web site at [www.gibill.va.gov](http://www.gibill.va.gov), or call us toll free at 1-888-442-4551 (1-888-GIBILL-1) for more information about our education benefits. We understand that education programs can be complex, and we want to help connect you to your benefits. To get the latest updates on VA education benefits and related information, visit us on Facebook at [www.facebook.com/GIBILLeducation](http://www.facebook.com/GIBILLeducation).

### ADDITIONAL VA BENEFITS

Disabilities determined by VA to be related to your military service can lead to monthly non-taxable compensation, enrollment in the VA health-care system, a 10-point hiring preference for federal employment, and other important benefits. Ask your VA representative or Veterans Service Organization (VSO) representative about Disability Compensation, Pension, Health Care, Caregiver Program, Vocational Rehabilitation and Employment Services, Educational Assistance, Home Loan Guaranty, Insurance, and/or Dependents' and Survivors' benefits. You can search for a VSO representative online at [www.ebenefits.va.gov](http://www.ebenefits.va.gov).

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REPRODUCTION 2011-01

The tribute does not have to occupy an entire page. Here is a good example of how it can be incorporated below other information.

## A TRIBUTE TO OUR VETERANS

VBA employees are passionate about their mission to serve Veterans. They recognize the sacrifices these men and women have made on our behalf, and are committed to helping them receive the benefits they have earned. The back cover or last page of materials should include a note that reinforces VBA's appreciation of Veterans for their service and its commitment to helping them through the benefits process.



## SAMPLE BROCHURE (8.5 X 11)

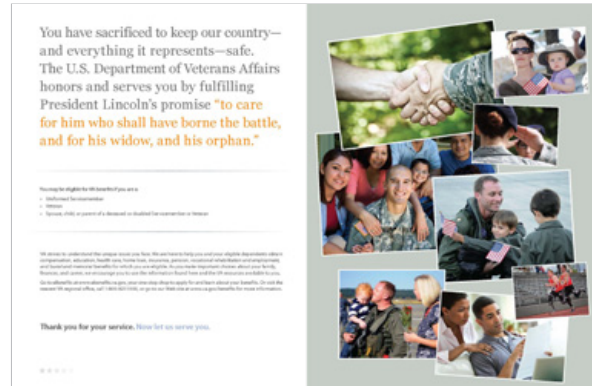
## COVER



## BACK COVER

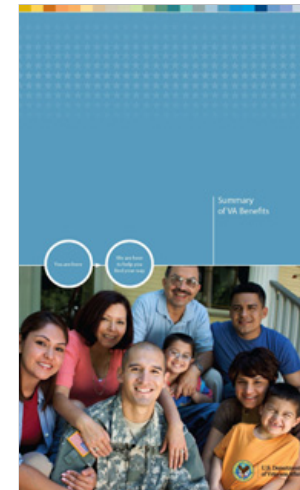


## INSIDE SPREADS



## SAMPLE BROCHURE (5.5 X 9)

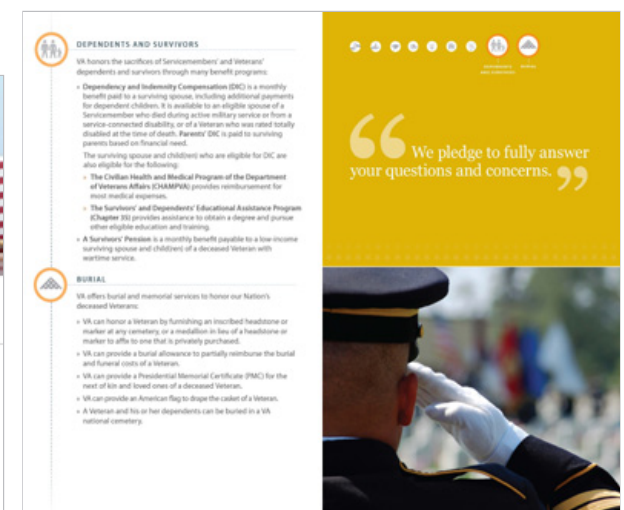
## COVER



## BACK COVER



## INSIDE SPREADS





## #10 TRI-FOLD BROCHURE

## COVER



## INSIDE



## SAMPLE REPORT

## COVER



## SAMPLE EMAIL





## SAMPLE FACT SHEETS

## COVER

## SUMMARY OF VA BENEFITS

You have sacrificed to keep our country—and everything it represents—safe. The U.S. Department of Veterans Affairs honors and serves you by fulfilling President Lincoln's promise **"to care for him who shall have borne the battle, and for his widow, and his orphan."**

You may be eligible for VA benefits if you are a uniformed Servicemember/Veteran or spouse, child, or parent of a deceased or disabled Servicemember/Veteran.

VA strives to understand the unique issues you face. We are here to help you and your eligible dependents obtain compensation, education, health care, home loan, insurance, pension, vocational rehabilitation and employment, and burial and memorial benefits for which you are eligible.

Go to eBenefits at [www.ebenefits.va.gov](http://www.ebenefits.va.gov), your one-stop shop to apply for and learn about your benefits. Or visit the nearest VA regional office, call 1-800-827-1000, or go to our Web site at [www.va.gov/benefits](http://www.va.gov/benefits) for more information.

**Thank you for your service. Now let us serve you.**

### DISABILITY COMPENSATION

Service-connected disability compensation is a tax-free benefit paid to Veterans for a disability (or disabilities) that either:

- Arose during service
- Was incurred or aggravated by service
- Is presumed by VA to be related to military service

To receive disability compensation, you must have been discharged under other than dishonorable conditions.

### PENSION

Pension is a tax-free benefit paid to wartime Veterans with limited or no income who are either aged 65 or older or who are permanently and totally disabled due to a non-service-connected cause. Seriously disabled or housebound Veterans receiving Pension may also qualify for an additional Aid and Attendance or Housebound benefit.



## INSIDE

### CAREER SERVICES

VA provides career counseling and job training to help you find a job that fits your skills and interests. We also offer job training programs for Veterans and their families.

### EDUCATION AND TRAINING

VA provides education and training benefits to help you gain the skills and knowledge you need to succeed in the workforce. We offer a variety of programs, including:

- Postsecondary education benefits (GI Bill)
- Vocational rehabilitation and training
- On-the-job training
- Apprenticeship
- Job training programs for Veterans and their families

### REVENUE AND SERVICES

VA provides a variety of revenue and services to help you manage your finances and meet your needs. We offer:

- Compensation and benefits
- Health care
- Home loan
- Insurance
- Pension
- Disability compensation
- Education and training
- Career services
- Burial and memorial benefits

## FACT SHEET COVERS FOR EACH BUSINESS LINE

### COMPENSATION

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of compensation and how they are calculated. This includes information on basic pay, allowances, and bonuses.

TYPE OF COMPENSATION	DESCRIPTION	ELIGIBILITY
Basic Pay	Basic pay is the primary component of a service member's compensation. It is based on the member's rank and years of service.	Service members on active duty.
Allowances	Allowances are additional payments made to service members for specific expenses, such as housing, food, and transportation.	Service members on active duty.
Bonuses	Bonuses are one-time payments made to service members for exceptional performance or for completing a specific task.	Service members on active duty.

### CAREER PREPARATION AND INDEPENDENT LIVING

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of career preparation and independent living benefits and how they are calculated. This includes information on job training, education, and housing.

TYPE OF BENEFIT	DESCRIPTION	ELIGIBILITY
Job Training	Job training benefits provide service members with the skills and knowledge they need to succeed in the workforce.	Service members on active duty.
Education	Education benefits provide service members with the opportunity to attend college or university.	Service members on active duty.
Housing	Housing benefits provide service members with the opportunity to receive financial assistance for housing expenses.	Service members on active duty.

### DISABILITY COMPENSATION

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of disability compensation and how they are calculated. This includes information on service-connected disabilities, non-service-connected disabilities, and dependent disabilities.

TYPE OF BENEFIT	DESCRIPTION	ELIGIBILITY
Service-Connected Disabilities	Service-connected disabilities are disabilities that are directly related to a service member's military service.	Service members on active duty.
Non-Service-Connected Disabilities	Non-service-connected disabilities are disabilities that are not directly related to a service member's military service.	Service members on active duty.
Dependent Disabilities	Dependent disabilities are disabilities that are suffered by a service member's dependent.	Service members on active duty.

### LIFE INSURANCE

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of life insurance and how they are calculated. This includes information on term life insurance, whole life insurance, and universal life insurance.

TYPE OF INSURANCE	DESCRIPTION	ELIGIBILITY
Term Life Insurance	Term life insurance provides a death benefit for a specific period of time.	Service members on active duty.
Whole Life Insurance	Whole life insurance provides a death benefit for the rest of the insured's life.	Service members on active duty.
Universal Life Insurance	Universal life insurance provides a death benefit and a cash value that can be used for a variety of purposes.	Service members on active duty.

### HEALTHCARE

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of healthcare and how they are calculated. This includes information on medical services, dental services, and vision services.

TYPE OF SERVICE	DESCRIPTION	ELIGIBILITY
Medical Services	Medical services include a wide range of medical treatments and procedures.	Service members on active duty.
Dental Services	Dental services include dental exams, cleanings, and other dental treatments.	Service members on active duty.
Vision Services	Vision services include eye exams, contact lenses, and eyeglasses.	Service members on active duty.

### PENSION

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of pension and how they are calculated. This includes information on military pension, civilian pension, and survivor pension.

TYPE OF PENSION	DESCRIPTION	ELIGIBILITY
Military Pension	Military pension is a retirement benefit paid to service members who have completed a certain number of years of service.	Service members on active duty.
Civilian Pension	Civilian pension is a retirement benefit paid to service members who have worked for the federal government.	Service members on active duty.
Survivor Pension	Survivor pension is a retirement benefit paid to the surviving family members of a service member.	Service members on active duty.

### EDUCATION ASSISTANCE

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of education assistance and how they are calculated. This includes information on tuition assistance, scholarship, and loan programs.

TYPE OF ASSISTANCE	DESCRIPTION	ELIGIBILITY
Tuition Assistance	Tuition assistance provides service members with financial assistance for tuition and fees.	Service members on active duty.
Scholarship	Scholarship provides service members with financial assistance for education.	Service members on active duty.
Loan Programs	Loan programs provide service members with financial assistance for education.	Service members on active duty.

### DEPENDENTS AND SURVIVORS

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of dependent and survivor benefits and how they are calculated. This includes information on dependent benefits, survivor benefits, and death benefits.

TYPE OF BENEFIT	DESCRIPTION	ELIGIBILITY
Dependent Benefits	Dependent benefits provide financial assistance to the family members of a service member.	Service members on active duty.
Survivor Benefits	Survivor benefits provide financial assistance to the surviving family members of a service member.	Service members on active duty.
Death Benefits	Death benefits provide financial assistance to the family members of a service member who has died.	Service members on active duty.

### BURIAL

#### QUANTER BASE MEGALUNICAR KONTAKUNG

Explain the various types of burial benefits and how they are calculated. This includes information on burial expenses, headstones, and interment.

TYPE OF BENEFIT	DESCRIPTION	ELIGIBILITY
Burial Expenses	Burial expenses provide financial assistance for the costs of burial.	Service members on active duty.
Headstones	Headstones provide financial assistance for the purchase of a headstone.	Service members on active duty.
Interment	Interment provides financial assistance for the cost of interment.	Service members on active duty.



## SAMPLE POSTERS

EXAMPLE 1



EXAMPLE 2



EXAMPLE 3



EXAMPLE 4





## SAMPLE NEWSLETTER

## COVER



## INSIDE



## SAMPLE POWERPOINT PRESENTATION

## COVER



## INSIDE

